CASE STUDY

PT. Trikomsel Oke Tbk

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PT. Trikomsel Oke Tbk was established in Jakarta on October 7, 1996 under the name PT. Trikomsel Citrawahana. In 2000, Trikomsel Citrawahana changed its name to PT. Trikomsel Multimedia and in 2007 to Trikomsel OK. The company is the leading telecommunication products and services retailer in Indonesia.

In July 2012, the company acquired PT. Global Teleshop – a company known for being a one-stop solution provider for mobile telecommunication products and services. The company's business activities are conducted through retail distribution channels with the aim of realizing the company's vision and mission.

The company's retail network covers the entire territory of Indonesia, supported by the country's developing infrastructure and economy. The retail business is represented in the form of retail outlets under the name 'OkeShop'. The company has over 750 retail outlets across 200 cities in Indonesia and a network of more than 15,000 independent retailers. Through OkeShop, the company retails mobile telecommunication and multimedia devices and accessories from various international manufacturers. The website www.oke.com was the first online store in Indonesia that offered telecommunication equipment via online payment options. The company continues to pursue growth with a strong commitment to enriching the customer experience and value while achieving sustainable profitability for all stakeholders.

ETP successfully completed rollout of the GT Project - ETP V5.5 retail solution implementation at Trikomsel and Global Teleshop (GT) stores. The ETP V5.5 retail solution includes ETP Store, ETP Accelerator and ETP Updates. The implementation seamlessly integrates retail processes of the GT and OkeShop stores including showroom sales, pricing, stock management, campaign and promotions management and cash management, to name a few, with the legacy SCM and accounting systems.

Customer Facts

Number of stores: 750+ stores

Business segments: Telecommunication and Multimedia devices and accessories

Retail formats: Company owned stores (Global Teleshop and OkeShop) and Partnerships

Locations: Indonesia

Key Store Statistics

Store size (average): 60 - 900 sqm

SKU's (average): 5,000 units

No. of sales tickets (average): 300,000 per month

ETP V5 Solution

ETP V5 Omni-channel Retail Solutions implemented at PT. Trikomsel Oke Tbk

Business Needs:

- Integrate all the business processes of the company and enhance business performance
- Complete retail store automation
- Efficient replenishment model for supply chain
- Automation in stock ordering and forecasting
- Processing sales transactions offline
- Centralized control of buying and merchandising across the chain
- Better inventory management

Project Objective:

- Future-ready integrated and scalable software suite to effectively manage the complexity of current and projected national operations
- Strategic and responsive decision-making with real-time data access across the system
- Single system integration across Oke Shop and Global Telecom retail chains

Business Benefits:

- One integrated system across their different store formats - Oke Shop and Global Telecom
- Simplified integration with the supply chain and replenishment system to derive benefits of cross-channel inventory
- Improved customer service through fast and accurate checkouts
- Scalable business model for ease in opening new stores
- Consistent sales data availability at HO on regular basis
- Increased same-store sales with cross-channel/store inventory visibility encouraging cross-selling and up-selling
- Faster time-to-market
- Quick deployment of promotions with centralized control
- Clear visibility on inventory movements and stock reconciliation with single POS and inventory management system
- Precise cash management and improved replenishments at the store
- Better inventory turnover ratio and store fill rates

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Every year, 70,000 retail associates use ETP to serve 200,000,000 consumers, selling USD 18,000,000,000 of merchandise. More than 300 brands in over 22 countries, across 10 time-zones, in 200+ cities, at 35,000+ stores, run on ETP.

Singapore	Mumbai, Bengaluru, Delhi	Dubai

H.O. Singapore	India	Middle East
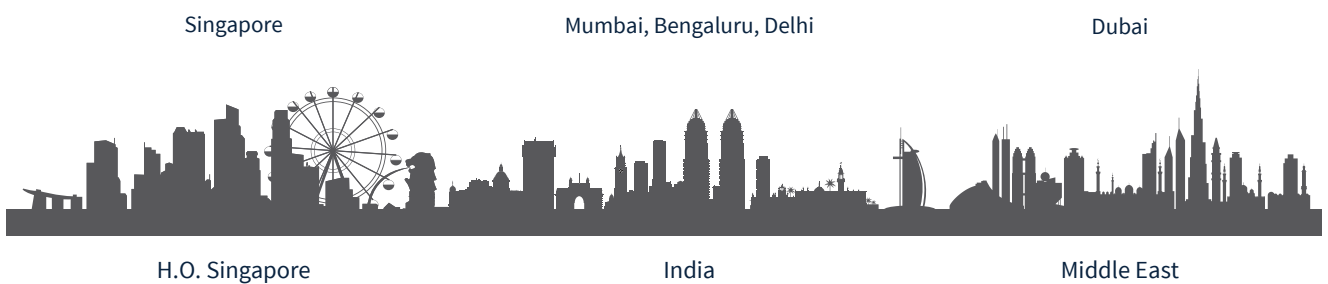
We are present in: Bandung, Bangkok, Bengaluru, Delhi, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Singapore

Founded in 1988, ETP is Asia's leading Omni-channel Retail Solutions company headquartered in Singapore, serving market leaders in more than 22 countries across Asia Pacific, India and the Middle East. ETP's enterprise class, omni-channel solutions include omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Supply Chain Management, Omni-channel Analytics and Omni-channel Connect. ETP has successfully executed over 500 enterprise software projects across 35,000+ stores for 300+ brands. ETP's unique value proposition is its ability to create and deliver innovative products and implement them successfully with domain expertise delivered by hundreds of consultants embodying ETP's best practices. ETP helps its customers get it right in omni-channel retail.

For more information, email: info@etpgroup.com

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